


THE **Quill**

**A MAGAZINE FOR
WRITERS, EDITORS,
AND PUBLISHERS**



**News Makes the Americas
Better Neighbors**

By Charles Stephenson Smith

He Found His Path, Then Traveled Far

By Joseph Freudenberger

Dreams Do Come True!

By Walter R. Humphrey

Sunday Papers at the Crossroads

By W. S. Gilmore

Ask the Editor First

By Art Brown

October 1931

25c a Copy

\$2.00 a Year

The Journalist's Creed

By Walter Williams

I believe in the profession of journalism.

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I believe that the public journal is a public trust; that all connected with it are, to the full measure of their responsibility, trustees for the public; that acceptance of lesser service than the public service is betrayal of this trust.

* * *

I believe that clear thinking and clear statement, accuracy and fairness, are fundamental to good journalism.

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I believe that a journalist should write only what he holds in his heart to be true.

* * *

I believe that suppression of the news, for any consideration other than the welfare of society, is indefensible.

* * *

I believe that no one should write as a journalist what he would not say as a gentleman; that bribery by one's own pocketbook is as much to be avoided as bribery by the pocketbook of another; that individual responsibility may not be escaped by pleading another's instructions or another's dividends.

* * *

I believe that advertising, news and editorial columns should alike serve the best interests of readers; that a single standard of helpful truth and cleanness should prevail for all; that the supreme test of good journalism is the measure of its public service.

* * *

I believe that the journalism which succeeds best—and best deserves success—fears God and honors man; is stoutly independent, unmoved by pride of opinion or greed of power, constructive, tolerant but never careless, self-controlled, patient, always respectful of its readers but always unafraid; is quickly indignant at injustice; is unswayed by the appeal of privilege or the clamor of the mob; seeks to give every man a chance, and, as far as law and honest wage and recognition of human brotherhood can make it so, an equal chance; is profoundly patriotic while sincerely promoting international good will and cementing world comradeship; is a journalism of humanity, of and for today's world.

(Editor's Note: Walter Williams' creed for journalists has appeared in The Quill in the past, but in view of the biographical sketch of him in the present issue it seemed an appropriate time for its reprinting. No doubt many readers of The Quill will want to preserve the creed.)

THE QUILL

(Reg. U. S. Patent Office)

A Magazine for Writers, Editors, and Publishers

Entered as Second-Class Matter at the Post Office at Fulton, Mo., under the Act of August 24, 1912. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized July 30, 1918. Offices of Publication, 115 East Fifth Street, Fulton, Mo., and 836 Exchange Avenue, Chicago, Ill. Editorial Office, 550 W. Lafayette Blvd., Detroit, Mich. Return postage guaranteed.

Volume XIX

OCTOBER, 1931

Number 10

Dreams Do Come True!

At Least They Did for This Newspaper Man and His Fellow Dreamer

By WALTER R. HUMPHREY

Editor, The Temple Telegram

BACK in the fall of 1924, we sat late one night in an ill-lighted basement office on the University of Colorado campus . . . talking, talking.

It was after a day's work had been done and a night's studying laid aside, incomplete, as a bad job.

We took problem after problem apart, Frank W. Mayborn and I, and built great plans out of our enthusiasm for the campus paper we were putting out. It was a very serious, important task for us, and we went at it with zest and pride.

Then the talk detoured in many directions, as our imaginations wandered far from college. Out of the smoke and chatter, we built, that night, a sort of fanciful air castle in the form of a newspaper plant whose presses roared out in our dreams a symphony that already was dear to us.

It was to be in a town of 15,000 people, or thereabouts, about the size of the college town in which we lived. There, we thought, we could work ourselves into the community life, be "somebody" in the town, develop community projects and push and boost and lead . . . making a newspaper of character and force and personality. "Manager" and "Editor" on the masthead!

It was a beautiful dream. But somehow we had complete faith in it and didn't see any reason why it shouldn't come true. And we slept on it.

In another year, the basement office and the campus had been left far behind. From Colorado we drift-

ed naturally to Texas, which was home, and soon found ourselves in a new world which tied us securely down to \$20 jobs . . . a reporter and a classified ad salesman.

But we hadn't forgotten. In the interim we took occasion to rebuild that particular air castle quite often. The jobs were just jobs to keep us

occupied and to ground us in experience . . . until we landed. We saved hard-earned dollars but the accumulation was a painfully slow process . . . the most discouraging part of the picture. We wondered, sometimes, whether there was any hope of reaching the goal while we still were filled with the enthusiasm of youth.

But youth is ever full of hope and ambition. Dreams really aren't air castles at all . . . they're realities, just over beyond some glowing horizon. We talked and lived ours. We devoured every week the contents of *Editor & Publisher*, and followed with boyish eagerness the columns of other newspaper trade journals.

Soon we tired of talking. We obtained a list of newspaper brokers and wrote to them, getting our names on their mailing lists.

"We want," our letters said, "a daily newspaper in a small city in the Southwest, NOT TOO HIGH."

That "not too high" remark became very superfluous, we found later. They were all too high.

A great thrill came with the first nibble. It was in the wrong part of the Southwest to fit in with our dreams, so we passed it up after weighing carefully all the possibilities it offered. Several others came along in rapid succession and we were beginning to feel a real concern over the prospects of becoming publishers, albeit we hadn't given much consideration as to how we were to raise

Castles in the Air

THIS is a warm, personal account of the dream of two young college men to become editor and business manager respectively of a paper after their college days—and how that dream was realized.

Perhaps readers of The Quill will feel that Walter R. Humphrey and his fellow dreamer, Frank W. Mayborn, were unusually lucky. Perhaps they were. But their ambition to realize their dream was not permitted to fade when adverse situations confronted them. They dreamed and then did something about their dreams.

From down in Texas comes the report that they are having the time of their lives. Work? Yes—and plenty of it. But the pleasure of achievement, of making their dream come true!

Perhaps this article will encourage others who have dreamed not to let their air castles tumble down.

the money to handle the big deal when it came along.

THEN, one day, came a letter with some information about a paper in a town of about 15,000 people, far out in west Texas, the new country of the Southwest, and considered by many people the field of greatest opportunity for growth and development in the entire country. The publisher, long in the business, was about worn out at the job. He had been sick and his business had pretty well run out from under him. That was the story we got.

So we tanked up with gas at Fort Worth and sped west 300 miles to the city of promise, presenting ourselves on a Sunday morning at the offices of the paper.

Although we weren't experts on the appraisal of machinery and plant equipment, we took copious notes, made memoranda of everything we could think of and tried to minimize our concern in the proposition of buying. (We scarcely could have undertaken this cross examination of the owner without some pretty thorough coaching from a newspaper publisher of long experience before we went out.)

The town needed young blood. It was not far from the oil fields. It had many fine brick homes, two or three new office buildings. It presented a glowing picture of opportunity. The price was \$30,000 for the plant itself, exclusive of a debt against the press. The price was good, but before we could do anything about it, the opposition paper bought it in for \$40,000.

So ended that quest.

WE dispatched letters in all directions, inquiring of this paper and that if the rumor were correct "that you want to sell." It was just so much wasted postage.

This paper hunting was getting to be quite fascinating, however. We were learning things we never knew before. It was good experience. You would have thought we were the brokers.

Then came important nibble No. 2. This one was a weekly newspaper, in a town about 7,000 population, also in west Texas . . . 100 miles farther west. We were following the advice of Mr. Greeley to the letter.

It looked promising. Here was a town that could grow . . . a county seat, located on the main highway and on the main line of the Texas and Pacific railway. It had a future. We figured where it would build, how long it would take, how old we would be when the bare plains

with their sagebrush and cactuses would be irrigated and blooming. The ridge of mountains rising in the distance off to the Southwest appealed to us . . . for we still were attached to Colorado and the mountains. I believe those mountains made us look more favorably on the proposition.

So we took inventories and dickered and went back to Fort Worth to figure out how we would raise \$20,000. But it was bleak, dreary country, and we were thinking hard in the meantime. It didn't look so good from a distance.

We wrote back: "We'll give you \$15,000. No more." There was no answer. And that ended that.

A year later, we picked up the morning paper and read where an entire block of the town's business district had been swept by fire . . . and a block out of a town that size is a lot! There was a drought that year in west Texas and the next year, 1930, was worse and more of it. These two towns where we had looked at papers were in the midst of the belt and the entire territory was dealt a terrific blow from which it will take several years to recover.

Those were two bargains we've thanked our stars since that we didn't grab.

Meanwhile, we had worked hard at our jobs and both were on the threshold of promotions. In truth, we were about to become lost in what appeared to us the brilliance of another horizon . . . one in the editorial offices of a newspaper, the other in the public-relations and advertising department of a utility company.

THEN events began happening so swiftly that we could scarcely keep up with them.

Ward C. Mayborn, father of my friend Frank, resigned from a 30-year connection as business manager with the Scripps-Howard newspapers. He had spotted a newspaper plant in Temple, Texas, that took his fancy. The town was progressive and alert. It was new and offered, to his mind, unlimited possibilities. There was only the one daily paper in the county.

So he began to dicker. In an amazingly brief space of time a deal was made. Mr. Mayborn and his three sons became owners of the *Temple Daily Telegram*, a seven-day morning newspaper, with a three-story plant.

As publisher, he elected to turn over the job of running his paper to younger hands. Sy my friend and

fellow dreamer came from the public-utility office at Fort Worth to become business manager . . . the job he had dreamed about and knew he would have somehow, some day. He was an owner now. They needed an editor and went to the newspaper office at Fort Worth to bring forth the other daydreamer, myself, for the job.

Before many months, Publisher Mayborn left Temple and Texas to become business manager of the *Baltimore News and American* for Hearst. On the lid of the new newspaper enterprise sat the pair who had planned something just about like that in a basement office in Boulder, Colo., five years before.

FUNNY about that schoolboy dream!

The town where it began its realization has 15,000 people, just the size it was supposed to be. It is a home town, not built by booms, but with substantial industries to support it . . . just as in the picture.

Its people are the kind of people specified . . . cordial, friendly. Churches and schools and hospitals and a fair quota of university people in its citizenship made for it an ideal community personality.

We affiliated with luncheon clubs and other city organizations, just as we knew we'd do, despite the Babbitt sneers of the old collegiate associates. Of course, we weren't accurate enough dreamers to conjure up all the problems and tangles life would heap upon us. But we had the general idea . . . we had mapped our course. So when we set forth on the greatest adventure of our lives, it was with hope and enthusiasm and confidence.

There can be no wavering or failure. That wasn't in the picture we painted.

We may stumble and err in judgment. But life endowed us, as it has hundreds of others just like us, with the tools needed to whittle out the kind of a career we wanted. We are confident, now that we are off on the adventure, that it would never have been realized to this extent had we not planned and dreamed and charted the course, long ago.

Personal interests would have separated us. This newspaper air castle prevented that. It wasn't all so rosy and simple as it may sound. That dream just had to come true. There wasn't any way around it. It may sound like a pipe dream to some of those who read this piece. Be that as it may. If we hadn't dreamed our dream we wouldn't be seeing it come true today.

Sunday Papers at the Crossroads

Changing Habits of Newspaper Readers Make Problems for the Editor

By W. S. GILMORE

Managing Editor, The Detroit News

WHAT is to be the future of the Sunday newspaper?

Newspaper men have been asking that question for months. They are asking it still as various methods of meeting changed conditions are discussed.

It is obvious that the Sunday edition in its present form is a product of the day when Sunday was a day of leisure at home. The average family went to church in the morning, and then spent the afternoon reading. There were no automobiles in which to ride and very few golf clubs at which to play. The editors recognized the public demand for light reading, and created the magazine section with its features, about 25 per cent fact and 75 per cent dramatic writing and pictures. The colored comic section grew out of a war in New York between Pulitzer and Hearst, in 1895, and quickly spread over the country.

From time to time since then other sections have been added. Society, for example. Most daily papers devote only two or three columns daily to society activities, but come along on Sunday with a section from 8 to 20 or more pages, including large art and hundreds of paragraphs covering the activities of thousands of persons. The real value is doubtful. Most of the appeal is individual. That is, Mrs. So-and-so is flattered that her bridge party has been mentioned, but nobody else cares much.

The large sports section continues with us. Obviously the greater part of its content is not spot news, but is feature and art.

If a paper can cover the spot news adequately in the space allotted to it in the daily edition it can not possibly need more than twice as much space for Sunday, even allowing for the increased sports activities of Saturday. And yet most papers give three or four times as much space to sports on Sunday as on week days.

After these sections came those devoted to the theater, real estate, insurance, finance and markets, books, art and finally rotogravure. Rotogravure sections are costly to print, and seldom do more than pay their

way, but every editor was forced by competition to have one.

Then the automobile industry developed as a great user of newspaper advertising space, and it was given a section. The movie business grew to a point at which it was not only a generous user of advertising space, but produced scores of stars in whom the movie patrons had a lively interest. Those stars were good news and the papers responded by creating movie sections. Presently came the radio industry, with another wave of interest. That meant another section, or at least a page or two.

Now we have aviation and it is getting a section in many Sunday papers.

Thus the Sunday paper has grown.

BUT, in the meantime, the people's habits have changed. Paved roads have stretched away from cities and towns in all directions. The same newspaper advertising that called for Sunday automobile sections has sold cars by the tens of thousands. Paved roads are inviting on Sunday and now away goes the entire family for an

outing. Not much time for a newspaper there, says the advertiser. Circulation has grown as the size of the papers grew, but the advertiser maintains that his copy is not read so closely as it was in the old days of leisure at home, nor so closely as is his copy in the daily paper. So he reduces his space in the Sunday edition. The result is that while the cost of printing has risen steadily the revenue has dropped steadily. And the coming result will be that the cost of printing must be reduced.

If the advertiser is right; that is, if the reader does not want to wade through the big Sunday paper, then the obvious method of saving on production costs is to make it smaller. But where shall the cut be made? There is the editor's problem.

There are two methods commonly suggested. I do not pretend to say which if either is correct. No one knows yet.

One method is to slash into the Sunday edition and cut everything. Make a column serve where a page is now used. Cut the comic section down to two or four pages. Cut the magazine section to not more than four pages. Combine music and art and the stage. Keep a fairly large movie section, because attendance at movie houses proves the popular interest and therefore the popular appeal. Six hundred thousand a week is the attendance in Detroit in normal times and that indicates that not less than 400,000 persons go every seven days.

This plan would have automobile sections cut down to the real news of the industry, such as new models and changes in important personnel, and radical improvements. It would eliminate the trifling stories inspired by publicity men. It would cut society to reports of so-called big weddings and elaborate functions. Only the important real-estate transactions would be covered. And so on through the paper. The old practice of holding something for Sunday if there was no space for it in the daily would be abandoned. This has been a custom in many offices.

With these reductions in the purely

(Continued on page 13)

Which Way to Turn

NEWSPAPER editors, business managers and publishers have been wondering for many months what the future of the Sunday paper is to be. Some experiments have been made but changes have been slow to come.

W. S. Gilmore, in the accompanying article, points out the reason for the changed status of the Sunday paper with the advertiser. He cites two of the methods of change proposed.

Other industries and professions outside the newspaper field constantly face changes if they are to keep abreast of the times. The newspaper faces changing conditions as well, and alert publishers and their associates are looking ahead of today's job to the newspaper of tomorrow.

News Makes the Americas Better Neighbors

By Charles Stephenson Smith

Chief of Foreign Service,
The Associated Press

NEWSPAPER men of the New World are tired of hearing the timeworn statement that lack of news exchange between the two continents has prevented North America and Latin America from understanding one another. They know differently.

Latin America receives far more North American news daily than Europe. It also receives more telegraphic news about Europe than most European countries have from their own continent. *La Nacion*, the great Buenos Aires daily, a scholarly paper which appeals particularly to the cultivated Argentines, ordinarily prints more foreign dispatches than United States papers, with the exception of two or three which specialize in foreign news.

Such Havana dailies as *El Mundo*, *Diario de la Marina* and *El Pais* print far more foreign news than papers in cities of half a million in the United States. And *Excelsior*, of Mexico City, does the same. In the Argentine, at least one-third of the foreign dispatches printed are news of the United States. In Cuba and Mexico, 50 per cent of the foreign news used is United States news.

Representative papers like *El Comercio*, in Lima, Peru; *The Star and Herald*, in Panama, *El Telegrafo*, in Guayaquil, Ecuador, and *Correio de Manha*, in Rio de Janeiro, Brazil, devote far more space to cable news than dailies in cities of similar size in this country. And at least half of their foreign news is North American.

Ask European business men and diplomatists in Latin America whether they feel that United States news gets a good showing in Latin America. They will instantly protest that European news is overshadowed by North American dispatches. Ask them if Americans understand Latin American trade and Latin Americans. They will reply in the negative. Yet Great Britain sent its two princes to recover trade lost to the United States.

EUROPE persists in regarding the United States and the Latin American republics as children. It refuses to believe we can grow up.

News Bonds

AN unhindered exchange of daily, unbiased news reports is the greatest corrective of international misunderstanding, the best means of promoting peace, Charles Stephenson Smith observes in this important article.

While his article has to do chiefly with the press relations of North, South and Central America, Mr. Smith has discussed the commercial and social relations of the Americas as well.

He predicts that relations between the Americas will improve in the future even more rapidly than in the past, a prediction that should hold special significance for the young newspaper man of today and tomorrow.

It fails to consider that the United States government has endured longer without essential change in its form than any important European government. We are getting very old as governments go in a volatile world. The same is true of many of the republics to the south of us. All of us have had our ups and downs, but we have clung to New World ideals and resisted efforts of foreign powers to acquire more territory here.

The 20 Latin American republics, with their 110,000,000 inhabitants scattered over a territory more than twice the size of continental United States, have had civil wars, as we have had, and they have conflicts with each other. They have had serious boundary disputes which have been settled and still have some unsettled. Happily, the principle of arbitration has been generally accepted and the Tacna and Arica agreement marked a great advance in South American politics.

The 20 republics of Latin America are all very individual. They are not alike. They have all sorts of climate, all sorts of products, all sorts of populations. South America does not

understand Central America. The West Indian republics do not understand South America. Caribbean countries cannot understand the problems of the distant republics of Argentina and Chile. Brazil, of Portuguese origin and language, does not understand its neighbors. Haiti, whose language is French, has difficulty in comprehending the problems of Spanish-speaking neighbors. Mexico, with a great common boundary with the United States, has problems wholly unlike those of any of the republics further to the south. Even the Canadians and the Americans, with common origin and language, do not always understand one another.

Neither do the countries of Europe comprehend each other's problems fully. In fact they do not seem to make much effort to arrive at a sympathetic understanding. The disastrous wars they have waged make the wars waged in the New World look very insignificant.

The New World imported to North and South America all the pet hates and prejudices of European ancestors. But with the throwing off of European control many of these hates and prejudices disappeared. The republics which grew with British, Spanish and Portuguese population developed a new set of hates. They naturally disliked the governments whose control they had thrown off. With sturdy pioneering spirit they tried to build on democratic ideals.

It has been a hard job. There were plenty of monarchists in the early population of the various republics of the New World. Many more have come in recent decades. They have battled against the effort of the republics to give the average man a chance. Class prejudice has made a valiant stand. Europe lent a hand. But the foundations of the divine right of kings were insecure. The printing presses were too fast for absolute monarchs.

France and the United States blazed a trail which all the New World and most of Europe have now trod. The Hapsburg effort to establish Maximilian in Mexico was short-lived. Brazil disposed of its Portu-

Millions of Words Flow Yearly in New World News Channels, Fostering the Growth of International Understanding

guese-born emperor and a few years later saw Mother Portugal become a republic. And now Spain, the parent of 18 of the lusty New World democracies, has become a republic and elevated to its head a provisional president who announces the destiny of that country lies with the Americas rather than with Europe.

Think of the government of Spain looking to the New World republics for inspiration!

What a different Spain from that which persecuted Cuba!

What a different world from that which was plunged into the Great War 17 years ago!

The gracious King of Siam is practically the only absolute monarch left on the throne of an important country and he has recently told us it is his desire to liberalize his government.

CLOSER commercial relations between North America and the Central and South American countries were forced by the Great War. Europe was so busy supporting armies that it had no time for ordinary commercial business. The increase of United States business with Latin America is well known. And we have held much of that business. Even last year, in a period of depression, our trade with Latin America totalled \$1,654,259,584. Our imports from Latin America exceeded our exports about \$75,000,000.

War hastened the development of our trade with Latin America, but the building of the Panama Canal, the pioneering work of American steamship lines, of American engineering firms, of American bankers and American manufacturers had paved a way for extensive commerce with our southern neighbors.

The war upheaval brought about a complete reorganization of the chief channels

of news supply in Latin America. After the armistice, the news agencies of the United States entered directly into the South American field and largely supplanted Europe as the source of world news report.

Before 1914, the Havas Agency, a French organization, was South America's only foreign news agency. During the Great War, the British agency, Reuters, also supplied British official news to Latin America. After the United States entered the war, our government, through the Committee on Public Information, also sent news to Latin America.

When peace was declared, the All America Cables, a far-seeing American organization, made such favorable press rates on news to Latin America that the two American agencies, the United Press and the Associated Press, entered the field and became the mainstays of newspapers throughout Latin America. The International News Service entered the field later.

The Associated Press, which I have the honor to serve, sends more than 16,000,000 words of cable news annually to Latin America. That approximates 43 columns of printed matter daily, about six solid pages of the average newspaper.

This matter does not all go to any one center. Special wires serve Cuba and Mexico with news day and night. All America Cables carries a great volume of news to Buenos Aires,

much of which is served to papers in Panama and other Central American capitals as well as in Caracas, Bogota, Guayaquil, Lima and La Paz, Montevideo and Rio de Janeiro.

The Associated Press receives approximately 1,800,000 words of cable news annually from Latin America, or about five newspaper columns daily. Service sent from New York to Latin America includes dispatches from all parts of the world. Before the Great War, South America got its news of the United States, as well as its news of the rest of the world, through Europe. Now New York is the bottle-neck through which Latin America gets the greater part of its foreign news.

North Americans used to complain that news of the United States could not be fairly presented to Latin Americans through European channels. Now Europeans complain that news of their activities should not filter through United States channels.

But American news agencies try to give a fair presentation of world news and on the whole I think they succeed. At any rate, the papers of Latin America are generally pleased with the results. North American agencies have achieved, thanks to the All America Cables, whose reasonable rates make it possible to supply a great volume of world news at lower cost than is possible over the European-owned lines operating direct from Europe to South America.

American cable, telegraph and wireless companies believe in a large volume of business at a low rate. They seek to keep their channels busy all the time. European companies apparently prefer less business at higher rates. In other words, they do not accept the New World idea of mass production and big turnover at small profit rather than small sales at high prices. The chasm

Pertinent Paragraphs

EXTENDED business relations and the great increase in interchange of news have done much to create better understanding and more sympathetic relations between the nations of the New World."

* * *

"It probably would not be far wrong to place the total annual amount of cable news that the United States agencies deliver to Latin America at 30,000,000 words. And at least 10,000,000 words of that is news of the United States. Nearly 10,000 columns. Thirty columns a day."

* * *

"Pleasant and unpleasant news alike must go into a well-balanced news report. Any newspaper or news agency which persistently suppresses essential truths loses public confidence. Governments which endeavor to control newspapers and news reports inevitably ride to a fall."

* * *

"There is an insistent demand throughout the world today for unbiased news, news which merely states the facts from which readers may draw their own conclusions."

(Continued on page 15)

HE FOUND HIS PATH, THEN TRAVELED FAR

This One Time Printer's Devil
Now Heads a State University

By Joseph Freudenberger

ALMOST any passenger arriving in the little town of Boonville, Mo., on one of the "Big Muddy" river packets 50 years ago might have noticed on the east side of the town's main street the rather dingy, unattractive office of the Boonville Topic, weekly newspaper and job-printing plant. Through the front window might have been seen, backshop, a busy, insignificant-looking, tow-haired boy, hardly taller than the yardstick that lay behind the editor's desk.

"Just a devil," the visitor might have said, as he watched the youngster scrub type on the stone-topped table. "But an industrious, energetic devil at that," he could have added as the 14-year-old swung up on the compositor's stool and distributed the now clean type into an old typeset.

The same stranger, a quarter of a century later, might have overheard a conversation on a Missouri-bound Pullman from Boston and New York.

"Let's start that school of journalism we've been talking about so long," a businesslike dignitary was saying.

"But how?" his companion questioned. "We've looked all over the United States for a man to put at its head and can't find one. Who would it be?"

"I know who can handle the job," the first speaker continued, and he suggested for the position as director of the first school of journalism in the world the man who, 25 years before, had been the tow-haired boy behind the Boonville typeset.

Additional years elapsed, and the tow-haired boy was 66. For more than 20 years he had been dean of the school of journalism to which he had been called. No longer was his hair unruly, but lay in well arranged lines back from temples and forehead tanned beneath a summer's tropical sun. A few lines added ex-

pression to the face that beamed beneath the snow-white hair. A dreamer's mellow eyes were open, and a generous lower lip protruded good-naturedly in a smile. The man had become president of the University of Missouri, oldest state university west of the Mississippi River.

No link was apparent between the printer's devil of 52 years ago and the far-visioned little man who had received the highest honor in education that his native state could bestow. Yet, Walter Williams, the printer's devil of half a century ago, had become the man into whose hands the affairs of a great university had been placed.

Passing years had seen him rise from devil to editor of half a dozen papers, from an unschooled printer's helper to father of an international press congress and of the first school of journalism in the world, and now from director of his pioneer school of journalism to a new and bigger job—

He Knows His Subject

ALMOST everyone connected with the field of journalism knows something of Walter Williams. Few, however, know as many of the details of his life and work as are set forth in such comprehensive, well-knit fashion in the accompanying article by Joseph Freudenberger.

Mr. Freudenberger, first as an undergraduate, then as a graduate student and still later as an employee of the University of Missouri in a professional capacity, had an unusual opportunity to know Dean Williams, his teachings, aims, ideals and achievements.

Beginning this fall, Mr. Freudenberger is associated with Central College at Fayette, Mo.

on to still added responsibility, on to a new assignment.

WALTER WILLIAMS' introduction to printer's ink came by chance. Born the youngest of eight children in a family of Virginia Democrats left poor by the Civil War, no chance for the so-called higher education was left for him—nothing, apparently, except a well stocked family library and the village academy, whose master took a peculiar interest in the growing boy.

Jobs of every sort available in the dusty Missouri village were tried by him—milling, with his father, and again, building and carpentry—yet in almost every trade, the boy found himself a misfit.

For a while the river took the place of the something missing in his life. Each bend and shallow for miles around Boonville he knew as a mighty friend. But there was something wanting, something that neither the river nor the TP club, in which he was a ringleader, could long supply. He tried for a job in a print shop, smelled fresh printer's ink for the first time, and was hired as a devil at 75 cents a week. His Rubicon lay behind him.

For two years he worked after school in the printing office, doing the thousand and one jobs of that most versatile of all factotums, the printer's devil. And in '79, being graduated in the first class of the Boonville Academy, he forsook his studies of Latin and Greek for the time and threw his whole efforts and fate into the pine-floored, poorly equipped office of the Boonville Topic.

For four years he worked there and on the Boonville Advertiser, mastering the printer's trade and drifting into the habit of writing the copy he set. The editor, leaving town on ever more frequent occasions, delegated to the boy from backshop the preparation of more and more of the paper's contents. As naturally as he was growing up, he was becoming a writer.

Of spare time he had but little. But on those precious occasions when he was "on his own," he most frequently betook himself to the town's best private library. Newspapers there awaited him from large Ameri-

can cities and from abroad. There, too, he found the classics of English literature.

Macaulay was his favorite and from high-sounding essays, the History of England and the Lays of Ancient Rome, came an inspiration to the solemn-faced youth to write something in the world worth remembering. A multitude of passages from Macaulay he committed to memory, and, in his own writing, the style of the British scholar became his model.

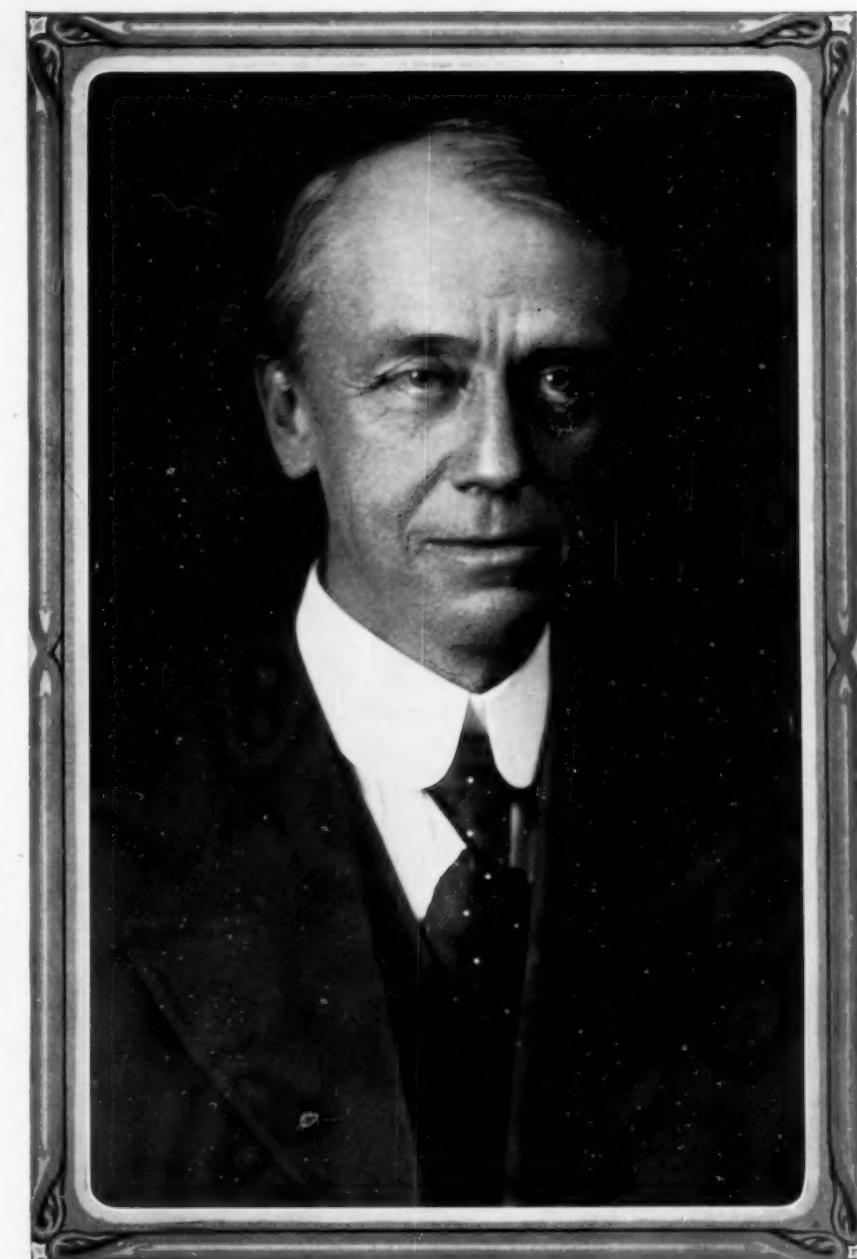
Control of the editorial end of the *Topic* was coming more and more into his hands. At 19, his energy brought him the position of editor of a weekly paper and his earnings, re-invested, made him part-owner.

The summer of '85 found the young editor at his first press association meeting, a state meeting at Pertle Springs. Much at the meeting was strange and new to the young man, but he was blessed with youth and an almost total absence of personal enemies, and when time came for the election of a new state president, jealousies among the older men paved the way for the election of Walter Williams as president of the Missouri Press Association for 1887.

The importance and opportunities of newspaper organizations were not realized by Williams, even then, and it required a trip to Denver to a meeting of the N. E. A. to show the young man the desirability and possibilities of cooperative press organizations. Fate, as if to make sure he would not neglect the opportunity, thrust upon him the vice-presidency of the association.

Election to office had not come upon him, however, by chance alone. His newspaper, like himself, was becoming known throughout the state and throughout the country, and when the owner of the influential Columbia *Herald* needed a progressive editor, he arranged to meet Williams on the train between Columbia and Boonville, offered him the editorship of his paper, and hired a new editor.

Beginning in 1890, Williams took over his new job in Columbia, the seat of the state university, and produced a model paper with an unrivaled country news service, a vigorous editorial policy, respectable and copious advertising, and a system of exchanges possible only for a widely read and widely reading editor. St. Louis and Kansas City papers frequently reprinted the clever articles of this dynamic force in Missouri journalism, and, broadening, Walter Williams, in 1895, established the *Country Editor*, a monthly publication. While still retaining his edi-



WALTER WILLIAMS

"A Type Unto Himself"

torship of the *Herald*, he edited the *St. Louis Presbyterian* and the *Daily State Tribune* in Jefferson City, the state capital.

HE was, and always had been, a pioneer. The same instinct that had caused him to own the first bicycle in central Missouri while a boy, the same thing that had caused him to purchase the first typewriter in a rural Missouri newspaper office, prompted him to experiment with new features, new typography, and new ideas in his paper. He used a high-grade magazine paper to please his readers. When the housewives

in the community objected that the tabloid-size paper he was publishing was unsatisfactory because, after the family had all read it and placed it carefully by, it was not large enough to cover the pantry shelves properly, he changed back to a more conventional-size sheet.

As time passed, he made more and more friends in the counties and cities of Missouri, and became, while editor and community leader in Columbia, chairman of the executive board of the university he had once been too poor to attend.

The feeling he was to express years

(Continued on page 17)

THE QUILL

A Magazine for Writers, Editors and Publishers

THE QUILL is published monthly. It is devoted exclusively to the interests of journalists. Articles in the magazine may be reprinted provided credit is given to "The Quill of Sigma Delta Chi."

Subscription rates to members and non-members: \$2.00 per year; \$7.50 for five years. Single copies, 25 cents.

Advertising rates furnished on application to Advertising Manager.

OFFICE OF PUBLICATION
115 East Fifth St., Fulton, Mo.

Business and Advertising Manager: Albert W. Bates, 836 Exchange Ave., Chicago, Ill.

EDITORIAL OFFICE
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SIGMA DELTA CHI

THE QUILL is owned and published by Sigma Delta Chi, professional journalistic fraternity, which was founded at DePauw University, April 17, 1909.

Publication Board: Franklin M. Reck, President, 550 W. Lafayette Blvd., Detroit, Mich.; Edwin V. O'Neel, publisher, The Exponent, Hagerstown, Ind.; Robert B. Tarr, Pontiac Press, Pontiac, Mich.

National Headquarters: Albert W. Bates, Executive Secretary, 836 Exchange Ave., Chicago, Ill.

OCTOBER, 1931

What to Do?

MANY a newspaper man has learned to his regret in the recent months of depression that long hours of duty, years of faithful service, possible risk of life in covering assignments, honesty and steadiness mean nothing when a drop in profits is noted in the counting room.

When he turns to another paper in search of work he usually finds a rebuff awaiting. Many newspapers have adopted the policy of taking young men, possibly from colleges or universities, possibly only from high school; paying them low wages and "raising them up to be reporters." There is no place, too often, for men 10 or 12 years in the newspaper field unless they have developed a specialty or have left the reporter's ranks for the copy desk, rewrite desk or some specialized department.

Reporters can be had for the asking if the publisher is willing to bear with blunders and errors for the months of "breaking in" that are necessary. Young college men, along with veterans with families, have begged for jobs in recent months. And all too frequently it is the youngster who will work for a nominal wage who gets the job while the veteran is forced to look elsewhere.

The time was, and some will contend still is, that a good man always could get a job. There are plenty of good newspaper men who know the bitter untruth of that statement today, however.

What to do? Who is to say with authority what can be done?

Shutting the doors arbitrarily against the young men seeking to enter the city room would mean shutting out men who in years to come will mean much to the advancement of journalism and the solution of such problems as confront us today. Turning out the veterans wholesale to give room for the youngsters would be heartless and demoralizing.

Newspaper men never have been overly paid when compared to other trades or professions demanding an equal amount of training and hours of exacting service. But should wages be reduced to permit the retaining of more men? Shall the week's work be shortened so that more men can be used?

Publishers, many of them, are in a quandary. Decreasing revenue has caused some of them to slash right and left. Others have added men and have gone out to fight for news and advertising. They have refused to cut salaries. No publisher can be blamed for wanting to insure that his newspaper will not fail. Self-preservation is a dominant force always.

But before a man is made to walk the plank into the sea of uncertainty existing today, is it too much to ask that his years on general assignments or a beat; his 24-hour periods of duty at election time; the time he was beaten up while covering an assignment; his Sundays and holidays given to the paper; his long hours of overtime during times of need; his faithfulness; his ability, be considered and considered from every angle and that every effort be made to keep him? Is it just to do otherwise? Is it economical not to consider his value and the expense of training up a new man?

Good Publicity

HERE is praise for the travel-promotion work being done by the publicity departments of various provinces, states and cities. Some splendid work is being done in this field also by commercial enterprises.

Attractive booklets and pamphlets deal in an interesting fashion with the history and commerce of states, cities and provinces. Points of interest are described. Maps and folders trace the most interesting routes to them. Information as to the best roads and the latest word on detours also are available to the motoring tourist.

So attractive and interesting is the material available or rapidly becoming so about every section of the country and Canada that it becomes a pleasure to plan a trip. The only difficulty is to know where to curtail the route, what to leave out when there is so much to see.

The traveling public benefits by learning something of the country through which its route lies. The provinces, states, cities and companies drawing tourist traffic through such booklets, pamphlets, maps, folders and advertising reap a reward from tourists' expenditures.

If automobile sections of newspapers had contained more of this sort of material instead of the publicity puffs that blasted them, they would have been of real value to the automobile manufacturer, the reader and car owner and therefore the newspaper.

There Is Work to Be Done

THERE should have been long before the present a strong-membered, alert and fighting organization whose sole duty and object was the preservation of the freedom of the press both in this country and abroad.

Various journalistic organizations have devoted a portion of their efforts in that direction, but there needed to be an organization which would take up that sole and important obligation as its own.

Perhaps the recent formation of the Freedom of the Press Committee of the Thomas Jefferson Memorial Foundation, composed of 112 newspaper men, is the answer to that need. It is to be sincerely hoped so. The support and assistance of individual newspaper men, newspapers and journalistic organizations should be extended to a concerted and sustained effort to emphasize the principle and need of a world-wide press freedom.

Ask the Editor First

Wise Magazine Writers Learn What Is Needed Before They Begin Work

By ART BROWN

Associate Editor, Nation's Business

IF you aspire to write for magazines—or if you write for them already—here is something to keep in mind: A magazine does not build itself out of unsolicited manuscripts.

By that I mean that the editor of a magazine does not find the articles he needs for his publication in the unsolicited contributions which come to him in the mail.

His job would be nice and simple if he could sit down at his desk in the morning, pick up the unsolicited manuscripts the office boy brings him, glance through them (in the manner in which editors are popularly supposed to be able to flash through articles), and then divide them into two piles: (a) those to be rejected, and (b) those to be accepted for future use.

In a couple of hours he could buy enough material for his forthcoming number, and then he wouldn't have any work to do again until next month. His job isn't quite so easy as that.

The successful magazine is a planned affair. It has its own particular field. Its policies are carefully worked out—and are adhered to. If it should decide for some reason to change its field or the nature of its editorial content, it would be likely to do so gradually and as unobtrusively as possible so as not to shock any of its readers into cancelling their subscriptions.

One of the things which keep a magazine editor busy is planning each issue of his magazine in advance. But how does he do it? He does not do it by looking for material in his incoming basket any more than the city editor of a big daily newspaper would attack his job by saying to his reporters:

"Well, boys, run out now and write up something you feel might fit into this newspaper. Put your stuff on my desk when you get it written. I'll drop by later in the day and pick out enough for the home edition. Don't forget your deadlines. And don't forget to type your stories neatly, double-spaced, on one side of the sheet only."

You can imagine what kind of

newspaper he would produce if he were that kind of city editor.

And yet, strangely enough, a lot of writers seem to have the idea that the magazine editor works on that basis. They think he waits for articles to float in and land on his lap—and that after they land there, he snaps them up (especially if the authors are well and favorably known) and sends out fat checks in payment.

The articles don't float in. Plenty of articles do come in, plenty of them. But not the right articles. The magazine editor has to go out and find the articles he needs, or, at least, he has to go out and find writers to write them.

SUPPOSE that you are the editor of a magazine—a business magazine. The aim of your magazine, we'll say, is to publish articles about new trends and developments in business, especially new developments in one business which are likely to affect other businesses. In other words, your magazine aims to tell its reader what new things are happening in business and industry, what is

likely to happen, and how it is likely to affect him as a business man.

The first thing you do, as editor of your magazine, is to see that the whole field of business and industry is covered, to see that you know what new things are happening. You do this by having all business divided into its logical divisions, such as agriculture, civic development, distribution, finance, foreign commerce, manufacturing, natural resources, transportation, and so on.

Various members of your editorial staff—experts in their line—watch these different phases of business and report to you on what is happening. As soon as you find something which your magazine should mention, explain or interpret, it is your job to get someone to prepare an item or an article on that subject.

One more thing you must do as editor of your magazine: You must see that each number is well-balanced, that it is not one-sided, that it is not devoting too much space to, say, taxes and transportation and not enough to farming and finance.

Now that you understand all that, you may step out of your role as editor and revert to being an author. You have found out how and why a big proportion of the ideas used for articles in a magazine originate in the editorial department of that magazine.

Even editors of fiction magazines plan their numbers in advance. They strive for the type of story in the vogue at the moment, and for a well-balanced menu of reading matter—so many stories of this sort and so many of that.

The successful story writer, knowing this, discusses his plot with the editor before he begins the work of writing. He listens to the editor's suggestions. It saves him time and effort and disappointment.

It is not right, of course, to come out and say that editors don't find acceptable material in unsolicited manuscripts. Occasionally, they do. And, like the prospector for gold, they never stop looking.

Editors are eternally hopeful. They are always hoping to unearth a find,

Investigate!

BEFORE you invest, investigate," admonishes the motto that Better Business Bureaus have broadcast over the land. Intended as advice to the investor, the motto also applies to the writing of articles for magazines.

The accompanying article by Art Brown, associate editor of Nation's Business, gives an insight into the magazine editorial rooms that is valuable to anyone aspiring to see his by-line in print.

Mr. Brown went to the staff of Nation's Business after considerable experience in newspaper editorial work. He has written a number of magazine articles.

an outstanding article or story—always hoping to discover a person who can write, who has ideas and can express them, who is an authority on what he has to say.

The magazine editor needs all the unsolicited manuscripts he can get. His magazine cannot get along without them. But an unsolicited manuscript takes a big chance.

PARADOXICAL as it may seem, the nearer an article comes to being a perfect article for a particular magazine the less chance it has of being accepted.

That sounds absurd. How can it possibly be?

Well, if the article is so obviously something the magazine should not overlook, isn't it reasonable to suppose that the same idea has occurred to the editor or some member of his staff—and that he already has an article on the subject, or else already has assigned the subject to someone to write?

An unsolicited manuscript takes a big chance. Assuming that it fits into the magazine to which it is sent, that it is timely, well-written and of the proper length, there are still reasons why it may not be acceptable:

1. The editor may feel that the subject has been too widely publicized already.
2. The article may not be written from the proper angle to suit the editor.
3. The magazine may temporarily have an oversupply of material on hand.
4. The issue of the magazine now on the press may be carrying (or a recent issue may have carried) an article on the same subject.

The manuscript is returned. By the time you get it back, some of its timeliness is gone. Even though the editor tells you in his letter exactly why he found it necessary to let your manuscript come back to you, you can't help feeling that perhaps something was the matter with the way in which it was written. Your confidence suffers a setback.

To avoid this kind of trouble, write to the editor before you begin work on your article. Ask him if he is interested in the subject you propose to write about. Ask him what length he wants the article, when he wants it, and what he wants emphasized.

If he tells you he is interested and invites you to go ahead, you can uncover your typewriter with enthusiasm. You have a fairly good chance of seeing your article in print. If he says, "Not interested," you are still ahead of the game. You know of one

place where it won't pay to send your manuscript. You can keep on querying other editors until you find one who does tell you he is interested in seeing what you have to offer.

It seems to me that it is easier to "sell" an article to an editor before it is written than after it is written, all things else being equal. You can write a strong letter to the editor about an idea for an article, tell him how good it sounds to you, and how eager you are to get under way with it—and your letter sounds sincere. But if you send the same sort of letter along with a finished manuscript, it sounds like a lot of high-pressure hokum. The manuscript is there to speak for itself.

Do you know what an editor abhors more than anything else? It is having someone try to convince him by devious methods that he should publish a certain article.

You can't blame a writer for wanting to see an article in print after having worked hard on it. But the way some of these beginners go about it to sell an article!

A favorite stunt is for the writer to find a friend who happens to know the editor, and then instead of sending the contribution to the editor, send it to the friend, together with a letter something like this:

"I have just finished writing this article. It is an important one and belongs in *Nation's Business*. However, it happens that

Patience!

THOUGH it will be a full month before you can enjoy them, here is an outline of the articles The Quill will contain in November:

A thought-provoking article on the many non-news activities of the modern newspaper by M. V. Atwood, associate editor of the Gannett newspapers.

A straightforward personal account by Lyle Webster on disillusionment in the country weekly field.

A biographical sketch of the first war correspondent in modern journalism by Tom Mahoney.

Some free-lance experiences in Germany by Simon Casady.

Yarns from city rooms far and wide.

Also shorter articles and regular departments.

Coming Next Month!

I am not personally acquainted with the editor as you are—and I have the feeling that an article coming from an unknown source may not get the same consideration as one coming from a source known to be reliable.

"I am therefore taking the liberty of sending this article to you and asking you if you would mind sending it on to the editor.

"With very best regards, and hoping that I am not imposing upon you in this request, I remain. . ."

The "friend" doesn't warm up to the thing, as a rule. He leaves the author's letter attached to the manuscript to show that he is not implicated in the matter by choice, and writes a little note to the editor:

"This man's letter is self-explanatory. I know nothing about the merits of his article, of course, but am passing it on to you, as he requests."

The author is no better off than he would have been had he submitted his article direct. He has lost a few days but otherwise has accomplished nothing.

ANOTHER stunt which doesn't accomplish much is for the writer to lay down a barrage of letters to the editor. It works this way:

The author goes around to four or five or nine or ten prominent persons in his home town, shows them his manuscript, gets them pepped up about it, and then has them each write a letter to the editor saying:

"Mr. John Author has just let me read the rough draft of an article he is preparing to submit to your publication. I read his manuscript with great interest and with profit to myself. Such an article would do a world of good if published in your magazine. I myself would want to get extra copies of the issue containing it."

Usually these letters begin to arrive in the editor's office a day or so after the manuscript has been returned, so they don't do much good. But would they sell anything, even if they were timed to greet the editor a day or so ahead of the manuscript? You can answer that for yourself.

If you have a good idea for an article, why not write to the editor and talk it over with him and get your bearings before you begin to work. It is such an easy thing to do—and think of the trouble it saves.

And you can depend upon it, the magazine editor is always glad to hear from the man with ideas.

AFTER DEADLINE

By R. L. P.

READERS of THE QUILL will recognize most of this month's contributors as having appeared in past issues. It is a pleasure to welcome back such contributors as Charles Stephenson Smith, W. S. Gilmore, Art Brown and Walter R. Humphrey and to extend a greeting to Joseph Freudenberger as a newcomer.

And the subjects they cover—the press and Pan-American relations; biography; the Sunday paper; dreams; magazine writing and planning, and free-lancing. Take your first choice but don't miss any of their articles.

The career of Walter Williams should be a challenge to a lot of young fellows today who are complaining about their chances and opportunities. The experiences of Walter Humphrey and his friend and fellow dreamer may help keep the dreams of other young newspaper men alive. Dream—and then do something about it, seems to have been their motto.

Art Brown gives some valuable pointers and the "why" for them. Charles Stephenson Smith's article warrants serious and careful reading. Mr. Gilmore's remarks about the Sunday paper are brief but to the point.

* * *

PERHAPS it is a bit late to be including in this column comment on the articles "So I Killed the Story," by Deak Miller, which appeared in THE QUILL for July, and "That Co-ed Story," in the August issue, in which editors, publishers and teachers commented on the reporter's action, but the Editor has received some observations he feels should be passed on.

You remember that the reporter learned from a girl friend, herself a co-ed on the women's governing association, that three co-eds had been sent home from school for frequenting a disorderly house. He interviewed the president of the school about the affair but decided to kill the story because it would hurt the school and reflect upon the other young women there. So he didn't tell his city editor anything about it.

Some of the editors commenting on the story said the reporter should have been fired. Some said that everything a reporter knows belongs to his paper.

It is only fair, however, to state that

the editors did not read the entire article before commenting. They were sent a digest of it. In that digest, it was simply stated that the reporter stumbled onto the story. It was not stated that he learned it from a girl who had been pledged to secrecy.

William E. Gonzales, editor and publisher of *The State*, of Columbia, S. C., comments in part:

"Had the reporter picked up the story on the street he should have passed it on to the judgment of the city editor. But he didn't. He received it in his private capacity as an intimate friend of a young woman who was a fellow student of the girls involved; and he received it in strict confidence. It is worse than absurd to have editors claim that anything a reporter hears belongs to them. His honor belongs to him, and decent journalism expects him to protect it.

"*The State* would not have printed any part of the story. It came in the 'scandalous' class. No good could have been accomplished and much unwarranted harm. And had a reporter, obtaining the information as indicated, offered it for publication to *The State*, a large black mark would have been set against his character."

Much in the same vein was the comment of Clifford T. Holt, of Omaha, Neb., who said in part:

"If the story broke from no other point than from the girl's confidence, then the reporter had no business to report it. Indeed, if he had any of the instincts of a gentleman he had no choice in the matter. It was a secret between the two. * * *

"Should the story come through other channels report it, by all means. * * * But under the circumstances—no! One would lose his self-respect. When the time comes that it is necessary to give up all one's finer sensibilities, and completely sacrifice one's 'code of a gentleman' in order to be a reporter, then it is time to get a nice wholesome job sweeping the streets and leave the newspaper business to those more fitted for it."

As I remarked, it is a bit late to be printing this comment but the points discussed apply so fittingly not only to the co-ed story but to others as well that the remarks of Mr. Gonzales and Mr. Holt are passed on to you.

* * *

DID you enjoy the "Yarns of the City Room," "City Room Yarns" and "More City Room Yarns"? Well,

the postman has been bringing in more good yarns from all over the country. You will be served up a generous portion of them soon, maybe next month, maybe the month after that. But they are on the way and they are good.

Judging from the response and comment, the "yarns" have been as popular as any feature of the magazine this year. What would you like to have discussed in THE QUILL? What features have you liked or disliked? The Editors would like to know.

Sunday Papers at Crossroads

(Continued from page 5)

Sunday sections of the paper the main news section would resume its rightful place as the backbone. After all, there is no substitute for news in a newspaper. Features and funnies and fiction and decorative pictures are merely side-lines. In this type of Sunday paper the main news section properly should be folded on the outside, to emphasize its importance, and the funnies buried in the middle. As the Sunday paper is folded today it is often bought in the drug store by the name of the outside comic, such as "Gimme a Bungle" or "Gimme a Gump," instead of under its own name. That is, the emphasis is entirely taken off the NEWS in the newspaper.

THE other change commonly proposed is to move a part of the standard Sunday features of today over into the Saturday paper and print only a small news section for Sunday distribution. In it would be no comics, no features, no recipes—just news. It would be exactly the opposite in content of the present Sunday issue.

The theory of those supporting this plan is that it would stimulate the sale of the Saturday paper and thus bring up the average for the week. The Saturday sale now has the reverse effect, of course, since it is considerably below the other days.

I know of no newspaper man who has a positive opinion on what to do about the Sunday paper. We must feel our way along for a while. A paper entirely indifferent to revenue or circulation could make bold experiments, but where is that paper, especially in 1931?

THE BOOK BEAT

Conducted by MITCHELL V. CHARNLEY

Joseph Pulitzer

AN ADVENTURE WITH A GENIUS, by Alleyne Ireland. E. P. Dutton, New York. Re-issued 1931. \$2.50.

A man stood for the first time in the drawing room of a luxurious yacht. Before he had time to examine his surroundings another man entered, leaning heavily on the arm of the major-domo.

The newcomer was very tall. His shoulders were broad, the rest of his body tapering away to thinness. He had a noble head, a bushy reddish beard streaked with grey, black hair slightly silvered. One eye was dull and half closed, the other deep blue and searching. He advanced, thrust out a large, nervous hand, and said in a high-pitched, vibrant tone: "Well, here you see before you the miserable wreck who is to be your host; you must make the best you can of him."

And then Alleyne Ireland, journalist soldier of fortune, gave his arm to the blind Joseph Pulitzer, the genius who had in two years built up the *New York World* from less than 12,000 to more than 200,000 circulation, and the two of them went in to dinner.

In this book Ireland tells a strange and compelling story of his life as a secretary to Pulitzer. Pulitzer had been born in Hungary, in 1847. Sixteen years later, a forlorn and penniless Jewish boy, he walked the streets of New York. His rise was meteoric. He became star reporter of a St. Louis German daily, acquired control of the *St. Louis Dispatch*, merged it with the *Post*, built up an influential and profitable property, and then bought the puny, staggering *World*. The *World*, under his dynamic direction, became a powerful champion of liberalism, a vital force in national politics, and a financial gold mine. Then came blindness, and Pulitzer's life-in-death in a little realm of his own—a yacht so built that it was soundless, and so staffed and equipped as to keep its owner thoroughly in touch with the workaday and cultural world.

Ireland's experience was an amazing one. Pulitzer had replaced his two sightless eyes with a dozen other ones. He employed a staff of alert, cultured, highly talented men who did his seeing for him. They watched plays for him, and came back and

described them minutely. They read and digested the news of the world. They reported on novels, on personalities, even on scenery. Sometimes they had to be serious, sometimes funny, but always accurate and interesting.

It was Pulitzer's curse that while his body failed his mind remained as vigorous and demanding as ever. He was almost continuously in pain, yet his powers sustained undiminished, and they drove his wracked body into ceaseless activity. He would shift from secretary to secretary, extracting information and opinion with swift and vicious cross-examination. He detested inexactness or loose thinking; it delighted him to find a flaw in the armor of his secretariat, and to expose it ruthlessly. Yet, despite his discontent and his continual consciousness of the limitations of his crippled body, he could be kind, and thoughtful, and even affectionate. As Ireland saw him, he was a very great man.

It is all too customary to say that a certain book "belongs on every journalist's desk." . . . This book belongs on every journalist's desk.—George F. Pierrot.

* * *

Labor and Violence

DYNAMITE, by Louis Adamic. The Viking Press, New York. 1931. \$3.50.

Mr. Adamic, whose name is familiar to readers of the *Mercury* and *Harper's*, started out—so he tells you—to write a history of violence as an instrument of policy of American labor. He has done a good deal more than that. For the layman, for the man who has lacked opportunity or desire to study the labor movement in detail, this book is a pretty satisfactory history of organized labor from the days of the Molly Maguires, back in the seventies.

Of course the theme of the book is its title—dynamite. Adamic tells you, with abundant detail, of the Molly Maguire murders, the 1877 riots, the Haymarket bombing; he covers every labor field of the country, and every important labor uprising. He pictures to you the arrival of Johann Most, the German anarchist; he shows how the radical elements in American labor, in the eighties, became conscious of the possibilities of "the real stuff."

And he carries on through Coxey's

Army, the Los Angeles *Times* dynamiting, the Mooney-Billings frame-up, down to our times—the Centralia murders, Sacco and Vanzetti, racketeering. Always he makes violence the chassis, the basic framework of his story.

But he has of necessity gone behind the dynamitings and the bombings to show the social relationships and the economic forces at work motivating labor movements. He has traced the ups and downs of the A. F. of L., the I. W. W., the Knights of Labor. He has characterized pithily and interestingly the Gomperses and the Haywoods; he has told hundreds of entertaining anecdotes.

And though his sympathies are with labor, he does not, as he says, "habitually utter the word 'Capitalism' with a hiss." The book is sane, authoritative and completely readable. It is hard to imagine a better short history of American labor for the average journalist.—M. V. C.

RANDOM NOTES

HARFORD POWEL, Jr., who makes his living partly by writing advertising and partly by razzing it (you'll remember his "The Virgin Queen"), has just published "Oh Glory" (Bobbs-Merrill), an amusing and good-natured slap at the publicity racket. . . . Eleanor de Lamer has brought out a novel called "personals" (Farrar and Rinehart) based on the "personal column" of a small-town newspaper. In it she undertakes to show the drama hidden behind these "items." . . . "A Boy With Edison" (Doubleday-Doran) is the newest book by William A. Simonds, who also has published "Henry Ford, Motor Genius," and a book on aviation—the latter in collaboration with Fred L. Black, advertising manager of the Ford Motor Company. . . . "Death of an Editor," by Vernon Loder, is the first of a new series of mystery yarns to be put out by William Morrow and Company as the "Morrow Mysteries." . . . There isn't a single book dealing with journalism as such in the list of "40 Notable Books of 1930" put out by the American Library Association. Which means nothing whatsoever. For there are exactly 40 books on the list that it would be profitable for a journalist to read. Particularly such works as "Taft and Roosevelt," "Letters of Henry Adams," "The American Leviathan," "The Human Mind," and "Swift."—M. V. C.

News Makes the Americas Better Neighbors

(Continued from page 7)

between business methods of Europe and the New World is as broad as the Atlantic.

I have no means of estimating with accuracy the wordage exchanged between New York and Latin America by the United Press and International News Service. It probably is not as great as that of the Associated Press as those organizations do not operate leased wires to Mexico City. But it probably would not be far wrong to place the total annual amount of cable news the United States agencies deliver to Latin America at 30,000,000 words. And at least 10,000,000 words of this is news of the United States. Nearly 10,000 columns. Thirty columns a day.

Commercial news and market reports figure very largely in this grist. Sports have a large place. Cuba and Panama are just as keen about baseball as New York is. All Latin America plays tennis and wants news of that game. Bobby Jones is almost as familiar to Latin American readers as he is to North American golfers. Lindbergh is a Latin American idol, for aviation is bridging the Andes and has brought Buenos Aires within a week of New York by mail.

The kings and queens of Hollywood command far more space in Latin American papers than the royalty of Europe.

GREAT American concerns have given Latin American countries pay rolls. They have helped workmen to raise their living standards; have made it possible for them to become newspaper readers, and have given newspapers advertising which enabled editors to better their publications.

Extended business relations and the great increase in interchange of news have done much to create better understanding and more sympathetic relations between the nations of the New World.

Mr. Hoover's visit to Latin American countries before he assumed the presidency was a courtesy which our neighbors appreciated. The entertainment in this country of Dr. Olaya just before he became President of Colombia did much to allay Colombians' resentment of the Panama Canal episode. The efficient help the United States Health Service has rendered various Latin American countries in framing effective health laws and the work of the Rockefeller

Foundation have demonstrated that the United States is not wholly materialistic in its relations with the southern republics, as many Europeans charge.

The Guggenheim scholarships are effecting an exchange of students, writers and professional men who are studying the economic, social and political problems of the three Americas. The Pan-American Society, with its various chapters, is doing much to effect more kindly relations between the representative men of Latin America and the United States.

Both North and South America are much less political-minded than they were a few decades ago. All of us are less inclined than formerly to stand with chips on our shoulders and look for a chance to be insulted. The time has passed when minor international incidents were regarded as a possible cause of war. It has become clear to us that the prosperity of all of us is closely allied and depends upon peaceful and neighborly relations.

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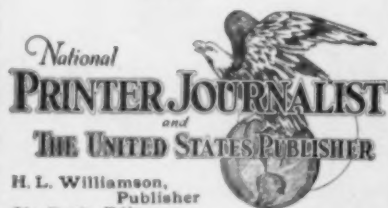
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they were before the war. This new world no longer stands in the dread it once did of the great powers of Europe. The ascendancy of the United States Navy has banished all possibility of aggression in the near future against the sister republics of the three Americas by the powers on other continents.

United States Marines in Nicaragua and Haiti are still a target at which many Latin American critics shoot. Much of their ammunition is doubtless supplied by Europeans who resent the loosening of the ties which bound the New and the Old World. But the Latin American critics of United States intervention in Central America and the West Indies are really not any bitterer in their attacks on United States foreign policy than many of our own people. Much of the marksmanship apparently has been effective.

It would be too sweet a world for happiness if governments could keep their own citizens completely satisfied, and life would be unbearable in a world where all nations are in accord. Fault finding is one of man's chief delights. And a certain amount of reasonable criticism is a wholesome corrective.

The ins and outs in every country must keep up a certain amount of row. That is the essence of the party system. Politicians often say a lot for home consumption that they do not really mean. It is an old trick to gloss over domestic shortcomings by directing criticism at some foreign bugaboo. The most amusing example we have had of that method in recent years was Mayor Thompson's attack on King George, of England.

FORTUNATELY, the 21 republics of the New World have developed a considerable sense of humor and patience. Tub-thumpers have become so well understood that the citizens of this great community of republics do not get excited so readily as they once did. There is a growing disposition to talk things over calmly when Pan-American relations are disturbed.

Telegraphs, cables, wireless and air mail get the truth about so rapidly in these days that erroneous statements cannot stand undisputed for many hours. Conditions are vastly changed since the late Melville E. Stone, one of the founders of the Associated Press, gave the United States its first world-wide news service 38 years ago. He persuaded the Czar of all the Russias, the Emperor of Japan and other foreign rulers that only by a free interchange of news could the

nations of the world prevent international misunderstandings.

Unhappily there are a few powers which still exercise censorship and endeavor to prevent the world from getting unfavorable news which happens within their borders. But such action defeats its own purpose. It merely enables enemies in foreign countries to circulate exaggerated reports which are believed when it becomes known that the affected power has established censorship. Any nation which has trouble should give its own version of the trouble to the world before enemies have a chance to tell the story.

Pleasant and unpleasant news alike must go into a well-balanced news report. Any newspaper or news agency which persistently suppresses essential truths loses public confidence. Governments which endeavor to control newspapers and news reports inevitably ride to a fall. Enlightened citizens the world over dislike newspapers which are government-owned.

There is an insistent demand throughout the world today for unbiased news, news which merely states the facts from which readers may draw their own conclusions. Papers which color their news with political opinion and bias are losing in the race with journals which stick to plain facts in their news columns and confine their own opinions and conclusions to editorial pages.

MUCH has been done, and much is being done, to better the understanding between the nations of the New World. North and South America are mutually much more interested in one another's doings than they were a decade ago.

In both continents there is a greatly increased demand for news of neighbor republics. And in the opinion of newspaper men the greatest corrective of international misunderstanding, the best means of promoting peace, is the unhindered exchange of daily, unbiased news reports.

There are probably 100,000,000 daily newspaper readers in the 21 republics of the New World. The Associated Press serves nearly 100 Spanish-language dailies and 1,284 dailies printed in English.

There no longer are any secrets in the New World. At least important secrets are not held under cover indefinitely. And therein lies assurance that international relations in the three Americas will improve in the future even more rapidly than they have in the last 20 years.

He Found His Path, Then Traveled Far

(Continued from page 9)

later by the paraphrase, "He knows Missouri least who only Missouri knows," caused him to travel widely and to form many friendships—friendships that were to result in his election to the presidency of the National Editorial Association in 1895, and in his leading role in the press congress at Berne, Switzerland, in 1902. He was special commissioner to the European press for the St. Louis Exposition in 1904, traveling for two years and visiting more than a thousand newspaper offices.

His travels convinced him that journalistic organization and cooperation were essential if newspapers were to obtain their maximum of service. He became a protagonist of the view, then barely thought of, that there should be an international organization of newspapers. The World's Press Parliament, which he organized at St. Louis in 1904, resulted.

Another idea likewise obsessed him. For years he had dreamed of a school where journalism would be taught along with the other professional subjects of law, medicine and engineering.

In 1908 his opportunity came. The Curators of the University of Missouri voted to establish a school of journalism and, upon the recommendation of two presidents of the university, Richard Henry Jesse, under whose administration of 20 years the university had grown to a position of unprecedented importance, and A. Ross Hill, appointed administrator to succeed the retiring Dr. Jesse, Walter Williams was named dean of the first school of journalism in the world.

FOR several years thereafter the idea of a permanent international press organization lay with other dreams in the back of Editor Williams' head. His full time and attention were being focused upon the important task of setting up a school for which there were no precedents.

A trip to St. Louis with the president of the university to select a staff to assist him in his duties of teaching was of prime importance. No theoretical, book-minded grinds, he felt, were to be instructors in the school, but intelligent young newsmen of ability and promise. So he returned with Silas Bent and Charles G. Ross, rising journalists from the city.

The school began. The dean was teaching the history and principles of journalism, newspaper administra-

tion, newspaper making and comparative journalism, while Ross and Bent had charge of the practical reporting and editing of news and the direction of the laboratory daily newspaper set up by the school.

By 1913 the new school was running smoothly, and the Dean became for a year a fellow of the Kahn Foundation for Foreign Travel for American Teachers, traveling around the world. Ideas of an international press union again took hold of him. More newspaper men were met. The time seemed right, and, in the following year, 1915, Walter Williams directed the organization of an International Press Congress in San Francisco.

Out of this organization grew the Press Congress of the World, of which Mr. Williams was president from 1915 till 1925, and of which he is now honorary president. Through meetings in America, Canada, Hawaii and Switzerland he was prominent in the organization, as he watched with peculiar fascination the fruition of another of his dreams.

HARDLY a year passed but that the Dean traveled abroad and met many men of many races. From all quarters of the globe came students wishing to study with him at the school he had set up. The gift of a modern newspaper building and school plant in 1920 from a graduate of the school, Ward A. Neff, placed the school in much-longed-for quarters, while, under the direction of the Dean, books, magazines and newspapers from every great center in the world were collected into a library far eclipsing that in which the tow-haired printer's devil had considered himself lucky to read. Along with these advances came the establishing of an annual institution of "Journalism Week" at which varied leaders in the profession of journalism came to address students in the school, and to make accessible to the Dean's students, the newest ideas and best handling of modern journalistic problems.

By all these means the Dean felt himself serving his profession of journalism. Yet he was becoming educator as well as journalist—a new type of educator, it is true, yet none the less a forceful and vigorous teacher, as was proved by the success of his students and the growing popularity of his school. Missourians began to take a pride in him; he was

acclaimed "the best known" and "best loved Missourian"; he was urged to run for governor of the state, and repeatedly refused to enter politics.

Then in 1930 his greatest assignment came to him—the direction of the whole University of Missouri. After seven months of service as acting head of the institution, the printer's devil of old, entirely without college training except as a teacher and administrator, and with no degrees except honorary ones, took up the duties of the presidency of the largest single enterprise of his native Missouri. It is typical, perhaps, that the day he came into office should find him on a hurried journey to Mexico City in the interests of an international press meeting.

An executive of a new stamp his friends have proclaimed him, this man with the dreamy eyes. Although the author of a score of books, mostly on journalism and Missouri, although a college professor and dean now for more than 20 years, although intimately connected with newspaper work since he was 13, and although he has traveled enough to be considered a member of the diplomatic corps, he is neither a typical author, college official, newspaper man nor ambassador. A type unto himself he is and has always been.

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WHO «» WHAT «» WHERE

WILBUR HADDEN (Minnesota) is with the H. W. Wilson Publishing Company, The Bronx, New York.

* * *

FRED HAMLIN (Pittsburgh '26) has left *The Christian Herald* to take a position with Standard Oil of New Jersey. His brother, Roy (Pittsburgh '30), is a student at Columbia University.

* * *

JOHN M. HICKERSON (Iowa '20) is an account executive with Lord & Thomas & Logan, New York City.

* * *

IRVING W. INGALLS (Cornell) has joined the staff of the *American Agriculturalist* in New York.

* * *

ELIAS NOAH KAISER (Pittsburgh '27) has left journalism to study medicine at Long Island College of Medicine, Brooklyn.

* * *

WILLIAM R. KUHN (Columbia '20) is an associate editor with the *American Bankers Association Journal* after a period of service with the United Press.

* * *

ALLAN W. LOOMIS (Iowa State '29) is a copy writer with the Ingersoll-Rand Company, manufacturers of machinery, New York.

* * *

RUSSELL R. LORD (Cornell '20) is on the road writing stories for *Country Home*. The managing editor of the magazine is ANDREW S. WING (Ohio State '15).

* * *

LEWIS V. MAYS (Indiana '22) is in charge of promotional work for the Fiduciary Trust Company of New York. He had been with Sears Roebuck in Chicago for several months before returning to New York.

* * *

ALLAN NEVINS (Illinois '12), an editorial writer on the *New York World* until its sale, is a professor in history at Columbia University, where he has been lecturing for several years.

* * *

FRED W. SPEERS (Stanford '28) has purchased the Rock Springs (Wyo.) *Rocket*, largest weekly in western Wyoming. He has left his position as assistant Sunday editor of the *Denver (Colo.) Post* to make his home in Rock Springs. Speers, a member of the executive council of Sigma Delta Chi, professional journalistic fraternity, is the second national officer of that organization to enter the weekly field in recent months. EDWIN V. O'NEEL (DePauw '24), past president and chairman of the executive council, became publisher of the Hagerstown (Ind.) *Exponent* on June 1.

DUKE N. PARRY (Missouri '15) has left the International News Service to go with Batten, Barton, Durstine & Osborn, New York City.

* * *

ORRIN T. PIERSON (Columbia '27), after trying his hand at New York City and at suburban journalism, has taken up farming at Howell, N. Y.

* * *

Part of the fame of *The New Yorker* is due to E. B. WHITE (Cornell '20), one of its editors; ROBERT SIMON (Columbia '20), music editor, and GARDNER REA (Ohio State), cartoonist.

* * *

JOSEPH M. RIPLEY (Ohio State '26) is with Ivy Lee Associates after serving as managing editor of *The American Press*. HARCOURT PARRISH (Virginia '20) also is with the Lee organization.

* * *

P. O. RUDY (DePauw '17) is with A. G. Becker & Co., New York.

* * *

H. A. STEVENSON (Cornell '19) is manager of the outdoor department of Macmillan Publishing Company, New York City. With the same company are W. W. TOMPKINS (Minnesota '25) and JOHN S. CROSSMAN (Cornell '23).

* * *

WILLIAM DU BOIS (Columbia '25), who has achieved prominence as a playwright on Broadway, is on the library staff of the *New York Times*.

* * *

EARL O. EWAN (DePauw '22) is with *The Wall Street Journal* in New York City.

* * *

BEN A. FRANKLIN (Columbia '21) has become assistant night editor of the *Herald Tribune* after serving as night city editor of the *New York World* up to the time it was sold.

* * *

PAUL FREDERICKSEN (Columbia '23), formerly day news editor for the United Press in New York, now is with the *New York Times*.

* * *

ROY FRICKEN (Michigan) has been doing organization work for the employment council in Washington.

* * *

VAN H. FRIS (Pittsburgh '30) is on the staff of the Albany (N. Y.) *Times-Union*.

* * *

ROBERT H. GAMBLE (Temple '30) has become associate editor of the *Millinery Trade Review*, New York City.

* * *

JOHN H. CONNER (Minnesota '24) is with the City News Association, New York City.

LESTER A. BLUMNER (Cornell '30), WINSTON PHELPS (Columbia '31) and A. GORDON SMITH (Syracuse '26) are on the staff of the *Yonkers (N. Y.) Statesman*.

* * *

CLAUDE M. BOLSER (Indiana Associate) is now an account executive with the H. L. Stedfeld Advertising Company, New York City.

* * *

VILAS J. BOYLE (Wisconsin '25), former assistant dramatic editor of the *Indianapolis Star*, is now of the rewrite battery of the *New York Sun*.

* * *

HERBERT BRUCKER (Columbia '24) is on the editorial staff of *Review of Reviews*.

* * *

RALPH L. CULVER (Iowa State '22) is business manager of the *Dairymen's League News*, New York City.

* * *

H. B. CUSHMAN (Cornell) jumped from a reportorial job on *The World* to one on the *World-Telegram* when *The World* was sold.

* * *

GLENN J. DEGNER (Missouri '29) and EDWIN A. HOUGH (Missouri '29) are with the financial advertising firm of Guenther-Law, Inc., New York City.

* * *

EDMUND S. DeLONG (Missouri '21) has returned to a reportorial position on the *New York Sun* after being on leave for more than a year to handle publicity for the securities bureau of the New York State Attorney General's office. He also is serving as editor of *The Princeton Alumni Weekly*.

* * *

CARL C. DICKEY (Columbia Associate) is back in the magazine business as managing editor of *Outlook* after serving as assistant to the publisher of the *Havana Post*.

* * *

A reunion in Mexico City of alumni of Sigma Delta Chi, professional journalistic fraternity, the first ever held in Mexico, occurred in connection with the recent Mexico meeting of the Press Congress of the World. Among those who gathered at the Restaurant Silvain were PIERRE J. HUSS (Missouri '29), correspondent for International News Service; CHARLES P. NUTTER (Missouri '23), correspondent for the Associated Press; JAMES T. WILLIAMS, JR. (Missouri Associate), editorial writer for the Hearst newspapers; THEODORE A. EDIGER (Kansas '29), free lance and correspondent for the *New York Evening Post*; and ROBERT Y. HORIGUCHI (Missouri '31), delegate to the Press Congress of the World.

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